Precisely Predict Model Demand
For Car Manufacturers

Buyers of luxury cars expect the perfect configuration aligned to their ideal ride. That's why model configuration in the automotive industry is a huge topic with a significant price tag. Which variants should dealers stock to meet customer demand? Using One Data, our customer built a virtual build to order data product that accurately predicts configurations based on consumer demand.

One Data

Use data products today to predict what customers want tomorrow

Sports car or family vehicle, electric or perhaps convertible: Car buyers have an enormous variety of models and accessories to choose from, and this is without even factoring in customization and personalization options. What they decide depends on numerous factors, region, culture, climate, age, and individual preferences. Of course, the end customer is most satisfied when the vehicle they want is available directly at the dealer and they do not have to wait months for delivery.

Ultimately, the question for dealers remains the same: Which products do they need to have in stock—and in which configurations—in order to meet consumer demand? Ideally, dealers should know today what buyers will want tomorrow. If dealers have access to a "crystal car ball", they can exploit market potential, generate more sales, and minimize warehousing.

For our customer, a large automotive manufacturer, the answer lies in collecting and analyzing data from different production series and order types, several planning units, more than 140 markets, over 3000 feature options and 15 million planning elements. Finding all relevant data, linking and then reliably analyzing it is an overwhelming challenge.

Perfecting the entire ordering process for dealers

Using our AI-powered Data Product Builder, our customer developed a virtual build to order data product. First, the customer gained full visibility of their data landscape through the interactive data map to make it usable. Then, One Data automatically collected and connected meaningful data and metadata across the customer's entire ecosystem, including external and 3rd party data, e.g., from end-customers, partners, and market data. Out of that, a high-quality data product was created.

The virtual build to order data product indicates customer preferences and forecasts potential orders across markets. It links divergent company and customer data, including a customer's internet configuration and sales history from dealers, all of which are automatically analyzed—powered by AI. The data product generates a pre-configured order that dealers can decide to initiate at the touch of a button. This reduces the need for manual forecasts and allows dealers to more accurately determine what cars to order based on historic sales data.

The data product indicates customer preferences in advance based on, for example, a customer's internet configuration data and historical sales data from dealers.

Sequence

Analysis
AI-enhanced
historical sales data

Process
Order/production
of the product

Outcome
Desired product
already in stock

The customer developed a bespoke frontend tool for dealers to select and manage orders. This was powered by the virtual build to order data product which provided recommendations based on unique dealer sales data.

One Data's AI-powered Data Product Builder provides the perfect foundation for this, letting data experts easily connect, discover, prepare, quality-check, and deploy data products at the speed business demands. With One Data, digitization of the entire ordering and sales process is just a few steps away for our customer.

With the data product built in One Data, dealers order the correct models for their showrooms—based on predicted customer demand—creating an environment where producers and dealers are in sync.

13%

A 13 percent increase in add-ons and equipment sales was achieved.

Enabling centralized sales management

With the data product built in One Data, it is not just the dealer who benefits — experts from upstream manufacturing companies can also take advantage by putting together an optimal warehouse portfolio based on AI recommendations. The result is a centralized predictive forecasting tool for sales and planning, which is particularly important for new product configurations and model updates. The planning accuracy was increased by 3 percent—a significant impact for a leading automotive company. In addition, the data product includes "blacklists" of missing or unavailable options based on different markets. This avoids configurations that cannot be delivered and avoids customer disappointment.

The advantages at a glance

1. Increased sales
Predicting customer requirements ultimately leads to reduced storage times. In addition, optimal pre-configuration helps to increase off the lot sales across markets.
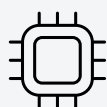
2. Accurate planning
The planning accuracy was improved by 3% using reliable predictive forecasting.

3. Higher customer satisfaction
Optimized supply chains and better availability lead to higher customer satisfaction—because the product they desire is more likely to be available.

4. Seamless implementation
One Data is easily and seamlessly implemented into the customer's IT system. The sales and planning process for distributors does not change.

4. Successful roll out
Due to its success, the data product is now being used by several international automotive manufacturers.

About
One Data

By the way:

One Data, the AI-powered Data Product Builder, is purpose-built for forward-thinking and collaborative data teams within every industry who want to fast-track the delivery of reliable, reusable, and easy-to-manage data products in 80 percent less time. One Data gives data experts the ability to sustainably build and scale data-led projects by 2–3x to match the speed the business demands. Leading organizations driven by data choose One Data to help them develop and deploy Data Mesh or Data Fabric architectures.

More information about One Data is available at: www.onedata.de

Interested in our expertise and One Data? Get in touch. We'll advise you on all aspects, on what you need for implementation, and the unique potential it offers for your company.

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